­Long Term Planning GCSE Business Studies (Edexcel) 2020/21

The aims and objectives of this qualification are to enable learners to:

* know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society
* apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts
* develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems
* develop as effective and independent students, and as critical and reflective thinkers with enquiring minds
* use an enquiring, critical approach to make informed judgements
* investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business
* develop and apply quantitative skills relevant to business, including using and interpreting data.

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|  | | Term 1 | Term 2 | | Term 3 | Term 4 | Term 5 | Term 6 |
| Year 10  Business Studies | | * 1.1 Enterprise and entrepreneurship * The dynamic nature of business * Risk and reward * The role of business enterprise | * 1.2 Spotting a business opportunity * Customer needs * Market research * Market segmentation * The competitive environment | * 1.3 Putting a business idea into practice * Business aims and objectives * Business revenues, costs and profits * Cash and cash-flow * Sources of business finance | | * 1.4 Making the business effective * The options for start-up and small businesses * The options for start-up and small businesses * Business location * The marketing mix * Business plans | * 1.5 Understanding external influences on business * Business stakeholders * Technology and business * Legislation and business * The economy and business * External influences | * 2.1 Growing the business * Business growth * Changes in business aims and objectives * -Businesses and globalisation * Ethics, the environment and business |
|  | | Topic 1.1 | Topic 1.2 | Topic 1.3 | | Topic 1.4 | Topic 1.5 | Topic 2.1 |
| Assessment objectives | | All to be covered | All to be covered | All to be covered | | All to be covered | All to be covered | All to be covered |
| Assessment point | | End of unit exam | End of unit exam | End of unit exam | | End of unit exam | End of unit exam | End of unit exam |
|  | Term 1 | | Term 2 | | Term 3 | Term 4 | Term 5 | Term 6 |
| Year 11  Business Studies | * 2.1 Growing the business * Business growth * Changes in business aims and objectives * Ethics, the environment and business * 2.2 Making marketing decisions * Product * Price * Promotion * Place * Using the marketing mix to make business decisions | | * 2.3 Making operational decisions * Business operations * Working with suppliers * Managing quality * The sales process | * 2.4 Making financial decisions * Business calculations * Understanding business performance | | 2.5 Making human resource decisions   * Organisational structures * Effective recruitment * Effective training and development * Motivation | Exam Preparation |  |
|  | Topic 2.1  Topic 2.2 | | Topic 2.3 | Topic 2.4 | | Topic 2.5 |  |  |
| Assessment objectives | All to be covered | | All to be covered | All to be covered | | All to be covered | All to be covered |  |
| Assessment point | End of unit exam | | End of unit exam | End of unit exam | | End of unit exam |  |  |

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|  | Term 1 | Term 2 | | Term 3 | Term 4 | Term 5 | Term 6 |
| Year 11 Condensed  Business Studies | * 1.1 Enterprise and entrepreneurship * The dynamic nature of business * Risk and reward * The role of business enterprise * 1.2 Spotting a business opportunity * Customer needs * Market research * Market segmentation * The competitive environment * 1.3 Putting a business idea into practice * Business aims and objectives * Business revenues, costs and profits * Cash and cash-flow * Sources of business finance | * 1.4 Making the business effective * The options for start-up and small businesses * The options for start-up and small businesses * Business location * The marketing mix * Business plans * 1.5 Understanding external influences on business * Business stakeholders * Technology and business * Legislation and business * The economy and business * External influences | * 2.1Growing the business * Business growth * Changes in business aims and objectives * Ethics, the environment and business * 2.2 Making marketing decisions * Product * Price * Promotion * Place * Using the marketing mix to make business decisions | | * 2.3 Making operational decisions * Business operations * Working with suppliers * Managing quality * The sales process * 2.4 Making financial decisions * Business calculations * Understanding business performance | 2.5 Making human resource decisions   * Organisational structures * Effective recruitment * Effective training and development * Motivation   Exam Preparation |  |
|  | Topic 1.1  Topic 1.2  Topic 1.3 | Topic 1.4  Topic 1.5 | Topic 2.1  Topic 2.2 | | Topic 2.3  Topic 2.4 | Topic 2.5 |  |
| Assessment objectives | All to be covered | All to be covered | All to be covered | | All to be covered | All to be covered |  |
| Assessment point | End of unit exam | End of unit exam | End of unit exam | | End of unit exam |  |  |

**Assessment objectives and weighting**

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| AO1 | Demonstrate knowledge and understanding of business concepts and issues | 35% |
| AO2 | Apply knowledge and understanding of business concepts and issues to a variety of contexts | 35% |
| AO3 | Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions | 30% |